MARKETING OF HORTICULTURE PRODUCE: PROBLEMS AND PROSPECTS

Introduction

Marketing is the creation and delivery a standard of living for society. This very concept catches the real spirits of the marketing process. It has consumers oriented it duly honors the marketing concepts that indicates a shift from product to consumers oriented. It emphasizes the major function of marketing viz satisfaction of consumers and social demand for material goods and services. It includes product planning and development. Marketing is a managerial process by which products are matched with markets and through which the consumers are enabled to use and enjoy the product.

The marketing concept emerged in 1950's Instead of a product-centered, "make-and-sell" philosophy, business shift to a customer-centered, "sense-and-respond" philosophy. Instead of hunting marketing is gardening. The job is not to find the right customer for your product, but the right product for your customers. The marketing concept hold that the key to achieving organizational goals, delivering and communicating superior customer value to its chosen target markets. Thus, the marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goals and services to create exchanges that satisfy individual and organizational goals. It is the art and science of choosing target markets and getting, keeping and growing consumers through creating, delivering and communicating superior customer value.

Marketing Strategy

Marketing strategy is the complete and unbeatable plan, designed specially for attaining the marketing objectives of the firm. The marketing objectives indicate what the firm want to achieve the marketing strategy provides the design for achieving them. The marketing plan is the central instrument for directing and coordinating the

marketing efforts. The market plan operates at two levels: Strategic and tactical. The strategic marketing plan laid out the target markets and value promotion, merchandising, pricing, sales, channels and services. Marketing – oriented strategic planning is managerial process of developing and maintaining a viable fit between the organizational objectives, skill and resources and its changing market opportunities. The aim of strategic planning is to shape the company's businesses and products so that they yield target profile and growth.

The strategy begins and ends with the knowledge of structure of the market and the identification and measurement of market potentials and competitiveness. Market target are clearly determined within a given market area and time span based on marketing mix.

Marketing Mix

The marketing mix refers to the apportionment of efforts, the combination, the design and the integration of the elements of marketing into a programmed or mix. Marketing mix is the combination of a product, price, place and promotion. The elements of marketing mix need to complement each other. The marketing decision helps the firm to establish strong positioning tactically in the mind of target customers efficiently and effectively but also to serve the social goals of the society in the wider prospective.

Product Strategy

Product strategy calls for making coordinated decisions on product mixes, product line, brands, packaging and labeling. In planning its market offerings the marketer needs to think through the fine level of the product, the core benefits, the basic product the expected product, the augmented product and the potential product which encompasses all the augmentations and transformations the product might ultimately undergo. A product mix can be classified according to product is the first and most important element of marketing mix. Product strategy calls for making

coordinated decisions on product mixes, product line, brand, packaging and labeling. In planning its market offerings, the marketers needs to think through the fine level of the product, the core benefits, the basic products, the expected product, the augmented product and the width, length, depth, and consistency.

Price Strategy

Price is the value placed upon the product by the offerer. Price is the only element that produces revenue, the other produce cost; in setting pricing policy, a company follows a six steps procedure it select its pricing objectives, it estimates the demand curve, the probable quantities it will sell at each possible price it estimates how its cost vary at different levels of output at different levels of accumulated production experience and for differentiated marketing offers. Price is set to satisfy demand or to reflect the premium that consumers are willing to pay for a product of service.

Promotion Strategy

The marketing promotion mix consists of six major modes of promotion: Advertising. Sales promotion, public relation and publicity, event and experiences direct marketing and personal selling. Modern marketing calls for more than developing a good product, pricing it effectively, and make it accessible to target customers. Promotional activities always attempts to affect knowledge, attitude, preferences and behavior of buyer it is all about the products have wanted satisfying capabilities.

Distribution Strategy

The channel of distributions used to refer the various intermediaries who help in moving the product from producers to the consumers most of the producers do not sell their goods directly to the final user. Channels of distribution are concerned with marketing intermediaries and logistics of distribution are concerned with physical product and service movement of goods from manufacturer to ultimate consumers.

Horticulture Marketing

An organization engaged in fruit marketing must serve the fruit growers and consumers equally. The organization dealing with the perishable fruits, processing and marketing of the processed food products has an amazing task of coordinating all its activities and building suitable marketing infrastructural facilities. A fruit marketing agency may have the activities and its operations related to fruit procurement, packing, storage, transportation, processing and marketing of fresh fruits as well as the fruit products. Efficient marketing strategy especially for horticulture produce depends mainly on the decision on where, when, how much to market. In the process of marketing a product has to pass through a number of marketing agencies and make use of the services of several functionaries. The fruits and vegetables pass through different channels on their way to the ultimate consumers and the share of consumer's money received by the producer depends upon the channel followed. A modern marketing organization having diverse function may require sectoral division and separate management sub-units under an overall control of management.

Horticulture in Himachal Pradesh

Horticulture is the industry and science of plant cultivation including the process of preparing soil for the planting of seeds, tubers, or cuttings. Horticulturists work and conduct research in the discipline of plant propagation, cultivation, crop production plant breeding and genetic engineering, plant biochemistry and plant physiology. The work basically involves fruits, berries, nuts, vegetables, flowers, trees shrubs and turf. Horticulture usually refers to gardening on small scale, while agriculture refers to the large scale cultivation of crops. India is the second largest in the production of fruits and vegetables after China. It had made a fairly good progress on the horticulture scenario of the world with a total annual production of fruits and vegetables touching 137 million tons from the period 200 to 2006. Today, apple cultivation is mainly confined to Assam, Arunachal Pradesh and Nagaland.

Himachal is a horticulture oriented economy. The significance of horticulture in the economy of Himachal is amply born by the fact that it is by far, the largest industry in the state. Himachal Pradesh is endowed with lots of rich natural resources with varied agro-climatic conditions suitable for the development of horticulture. Himachal grow different varieties of fruits from tropical to temperate fruits which have helped in the economic up-liftment of the rural population by generating employment and revenue. Shimla district has occupied a place of pride in the field of horticulture followed by Kullu and Kinnaur district. It is the biggest producer of quality fruits like Apple, Plum, Peach, and Pear etc. but, the apple constitutes one of the most important and widely grown fruit of Himachal Pradesh. About 80-85 percent of the total apple produce is exported to the distant markets of the country. In Himachal Pradesh more emphasis is given to cultivation of horticulture crops. In the hilly state where cultivation is mainly done on narrow terraces the scope for efficient use of land is limited. The agro-climatic condition of Himachal Pradesh has helped it in making remarkable progress in this field. Horticulture is important to a sizable number of Himachal farmers as it improves their economic condition of the various fruits produced in the state.

APPLE PRODUCTION IN HIMACHAL PRADESH

Legends surround the history of apple. Greek and Roman mythology mentioned the golden apples as symbolic of reward or lover or beauty. The apple originated most probably in south western and central Asia. The apple has long been known as water fruit and enjoyed by most of people. The agro-saxson apl, the German apfel and the celtic avalan are common origin with the zend of Snaskrit ab or ap water phala meaning fruit. The early apples were wild and smaller in size as compared to developed verities of apple that we have today.

Apple is the main cash crop of the state. Himachal has shown tremendous progress in the field of apple. The apple orchards in Himachal came in existence in 20th century, when an American visitor namely, Smual Evan Stokes (alies Stayanand

Stokes) came to Kotgarh, District Shimla, also who imported the Red Delicious and Richared. It was with the import of the red delicious apples in India today are the progeny of the plant imported by Stokes. The area under fruits almost doubled in last two decades. And the productivity of apples almost doubled to 45000 kg per hectare since 1980-81 the productivity of nuts and dry fruits, citrus and other subtropical fruits decreased even through the area under these crops increased in the districts of Shimla, kullu and kinnaur are the dominant areas of apple production.

REVIEW OF LITERATURE

The past experiences are essential to have an introspective view for advancement of research. Horticulture in the recent past has gained importance in our country. There are several studies carried out on different aspect of horticulture. The literature act as a searchlight to guide the course or prospective research activity keeping this in view an attempt has been made to present the available resume of work done by various research workers in Himachal Pradesh, India and Abroad.

Kanwar (1987)[1] in his book "Apple Production Technology and Economics." He has talked about every aspect of Apple growing from planning and planting to packing, grading, and harvesting. Concepts like pruning, training, nutrition, use of pesticides and insecticides have also been discussed in detail. He has emphasized that need of apples cultivation on scientific lines.

Sikka, B.K and Nadda (1989)[2] apprised in "Marketing of Kashmir Apples." about the most suitable agro-climatic and geographical conditions for production of various kinds of fruits in Jammu and Kashmir. Among other fruits apple alone accounts about 40 percent of the area about 90 percent of production in state. Thus, Apple needed to long term planning at marketing level. With this background marketing system, price spread marketing margin of Apples orchard's regarding marketing of Kashmir Apple were studied. Marketing channels followed by the forwarding agents- commission agents- wholesaler-retailer-consumers and most of their produce is marketed in Delhi. Producer's share in consumer's rupee was about 46 per cent and marketing cost borne by producers was about 29per cent.

Singh, Ranveer and Sikka B.K (1991)[3] conducted in agro-economic center of tribal areas of the state and economical production of Apples, marketing system of Apple in backward class. The report presented total population of Kinnaur, Lahaul-Spiti and Pangi and some areas of district Chamba is 31 percent of total population of the state. Apple cultivation is not only more remunerative as compared to field crop but also labour intensive and thus absorbing ever growing problems of

unemployment. Apple tress effectively checks soil erosion. Thus study reveals that the net return per hectare range between Rs.9330 to Rs.45818 for an Apple orchard. Employment generated by Apple orchards was 331 men day per hectares. The producers share in consumer's rupees was 33.29 percent in Delhi Market.

Kotler (1994)[4] reported in "Horticulture- A publication of the American Society" that product planning for promotion includes branding, packing and lending product and packing and activities of designing and producing the container or wrapper for products. It deals the activities of planning and designing of different means of packing the products. Packing is the art of preparing goods for transportation and sale. Packing of product or container bottle, jar, boxes, tins cans and bags are primary package. Primary package is further enclosed or scaled in large packing called secondary package, e.g. cardboard box packing. This packing is further packing is further packed for final transportation known as shipping package.

Kumar and Mathur (1996)[5] analyze in "Structural changes in the Demand for food in India" that beside changes in income and prices, structural changes that will bring about a major shift in the consumption of milk, fruits, vegetables and livestock production in both rural and urban areas. The increase in the demand for non-cereals and non-crop commodity vis-à-vis cereal will provide incentives to the producers to diversify their production. The extent of diversification due to structural changes in consumption will be compounded by increased demand for the export market, especially for fruits, vegetables and marine products as a result of new economic policy and globalization and the increasing demand of high value commodities by the end of five years plan.

Singh and Singh (1997)[6] absorbed in "Horticulture in India: Production Marketing and processing" that the rapid increase in the production of tropical fruits demand multi- dimensional diversification, regionally, horizontally as well as vertically in the country. The author suggested that, a strong investment climate and economic background for high value tropical fruits, export commitment on

competitive marketing strategies and effective utilization of waste land are needed to compare with Asian countries.

Subrahmanyam (1998)[7] reported in his study" Horticulture in India: Organization of production, Marketing and processing." The horticulture industry is facing many problems like lack data base, unorganized marketing, lack of packing houses before the produce reaches the wholesale market. It was observed that the processing industries have been developing and marketing new products to increase the domestic demand for processed products there has been a considerable change in the taste and preference among various categories of people. There is need of more processing industries through simplified procedure.

Singh H. P (1999)[8] in his work "Development of horticulture in India: Present status and future strategies" talked about the changes in the scenario of horticulture during the last decades. The availability of fruits and vegetables has risen from 49 gm to 85 gm to 95gm to 175gm per individual per day respectively. Horticulture development has moved out of its rural confines into urban areas and from traditional agriculture enterprise to corporate sector, which has lead to the adoption of improved technology greater commercialization and professionalism in management production and marketing.

Prakash (2000)[9] found in "Growth of fruits and vegetables processing industry in India, a major technological change in agricultural Marketing "that horticulture crop has great scope, as technology of processing and trained manpower is available in country. The author felt urgent need to modernize the existing processing units and suggested policy makers to provide appropriate incentives to the corporate sector and to assure a policy environment conducive to the establishment of fruit processing industry in India.

Raj Dev (2001)[10] found in "Marketing of fruit products" that horticulture has still remained as a backyard garden activity due to the reason that production is confined to small scattered holdings in villages' high variety diversity, high

fluctuation in productivity, inadequate power at crucial periods and absence of essential link between farm and processing or export industry. The author although suggested that it was necessary to produce suitable quality raw materials for processing purpose only and better procurement and popularization of these products will helps a lot.

Agro- Economic centre (2002)[11] studied in "Evaluation of post-harvest Losses of Apple in Himachal Pradesh, Suggestion and policy implementation for wastage reduction" the quality of apple which guides the overall profitability of the orchardist, it has been observed in the past that some time quality apple was higher due to vagaries of production of apples like, any other fruit, is seasonal and consumed through the year during the season, good quality apples can transport throughout the year. Fruits produced in an orchard are several grade qualities. Low grade fruits are not used, it determine poor quality apples. It suggested that necessary infrastructure such as packing house, pre-cooling unit's cold storage facilities in production areas and marketing centre and production of low cost modern technology for standardized grading and packing.

Parmar (2005)[12] reported in his study "Marketing Operations of Himachal Apple- An overview" that a good production of apple and the marketing problems of growers are increasing day by day with the increase in the production of apples. Due to perishable produce, marketing cost and other expenses, grower faces many problems. Before the produce is taken to the market, certain important operations such as picking grading, packing and transportation are required to be performed due to shortage of skilled labour the grading and packing of apple is not good as a result the apple does not remains without stain. There is lack of facilities and poor transportation in apple belt.

Godara C.P (2006)[13] found in "Market Arrival and price trend of Important Fruits" that the fruit production is one of the most important sources of income and its production occupies an important place in agricultural development and economy of

the country. Delhi is the leading state in the fruit marketing and consumption. Delhi Azadpur Mandi has maximum potential for fruit marketing. The study was under taken to examine the arrivals and price of selected major fruits in agriculture produce market committee, Azadpur for the period of 3 years that is from 2003-04 to 2005-06. The secondary data collected from APMC Azadpur Delhi for major fruits viz apple, banana, and lemon. Mango, Mosammi, orange and papaya were analyzed to study the growth rate of arrivals and prices as well as seasonal fluctuations. The movement of arrivals and price were worked out with the help of seasonal index. The study reveals that, the prices of all fruits increased with the decreasing arrival in market. The maximum arrivals were for apples followed by mango and orange during all three years of study.

Zonunthuanga.R. (2007)[14] found in "Role of Agricultural Marketing institute in Mizoram" that the state is an agricultural state where the cultivators constituted 53.91percent of the total main workers in 2001. The total income of the state during 1998-99 was estimated at Rs113896.00 lakhs of which 29.39 percent came from the agriculture and allied industries, while the figure for India stood at 26.03per cent in the absence of development in such other sectors, agriculture still continues to be the main occupation of people of Mizoram. Jhum or shifting of cultivation continues to be the principle and prevalent method of cultivation.

Chand Ramesh, Raju S.S and Panday L.M (2008)[15] reported in their study "Progress and Potential of Horticulture in India" that the potential of horticulture is raising agricultural production, value added, farm income and employment in the country. Diversification towards horticulture got real boost in the early 1990 which coincide the liberalization of the economy. Diversification shows rapid progress in the production of fruits and vegetables in Gujarat, Himachal Pradesh and Chhattisgarh, exceeding 10 percent annual rate of increase. Domestic demand for agricultural products, particularly fruits and vegetables is rising rapidly throughout the country.

Cecilia Marocchino (2009)[16] study is made by the overseas Development Institute demonstrator a value chain approach to advisory services indicates that the

range of clients serviced should go beyond farmers to include input provides, produces organization and processors and traders. The promotion of market orientation in agriculture\al advisory services aims to provide for the sustainable enhancement of the capabilities of the rural poor farmers to enable them to benefit from agricultural markets and help them to adopt the factors which impact upon these.

Dastagiri,M.B and Kumar Ganesh. B. (2010)[17] reported in "Innovative Models in Horticulture Marketing in India "India produces around 111.8 MT of vegetables and 57.73 MTs of fruits (2006-07). The horticultural sector contributes 28 percent of AgGDP and 54 percent of Agricultural Exports in India (2007-08). Horticulture development is currently constrained by poor marketing arrangements. The gap between prices received by the farmers and those paid by urban consumers is large, reflecting inefficient marketing arrangements. The share of producers varies from 33 to 75 per cent case of fruit and vegetables. India opened up post 1990, a number of innovative liberalized markets in the WTO regime to eliminate middlemen and increase distributional efficiency. It is necessary to study and understand their success and operations of these marketing institutions. The recent changes in functions of agricultural marketing institutions, public and private retail markets were documented and analyzed their marketing models, strategies and policy principles in improving the marketing efficiency of fruits and vegetables. India's opened up post-1990, a number of new innovative public liberalized markets in the WTO regime. The main functions of farmers markets are empowering the farmers to participate effectively in the open market to get a remunerative price for their produce, and increase by enhancing the distributional efficiency of the marketing system. The economic reforms lead to the emergence a number of new private retail markets. Organized retailing in Fresh Fruits and Vegetables (FFV) is gaining a lot of momentum in India with huge investment by leading Indian corporations. The features of different systems operating for marketing of fruits and vegetables were shown that the marketing models of private agencies, particularly Reliance fresh and subhiksha were more efficient than that of Rythu bazaar, in Hydrabad due to their low cost on marketing, transport, and incidental charges. Therefore, there is an immediate need to replicate such models in a much larger scale to cover not only the cities but

also the interior villages in the country. The study suggests that it is necessary to amend outdated laws restricting the establishment of markets to allow cooperatives and private entrepreneurs to set up modern markets. Both public and private retail markets have to adopt the new marketing models to enhance the distributional efficiency of the marketing system.

Sina, Kumar Piyush (2012)[18] reported in "Organized Retailing of Horticulture Commodities" that Owing to rapid urbanization and changing consumption patterns, more and more retailers are trying to put their best efforts to discover new avenues of success when it comes to the sales of horticultural commodities. There are several Indian companies as well as foreign companies who have been focusing all their energies to succeed in the organized retail sector of Indian horticulture commodities. The Indian retail industry is worth $470 million and organized retail stands at $26 million which is around 6 percent of the market. The overall organized retail market in India is projected to grow at a CAGR of 40 percent, touching US$ 107 billion by 2013. Especially horticulture retail, which is mostly referred as the selling of fresh fruits and vegetables, is witnessing a slow but steady change. There is need to gain insight into organized retail of Horticulture commodities from the Indian perspective. And to explore and evaluate the extent of the transformation and its impact brought by the organized retailing of Horticultural commodities in India.

The above study reveals that the following problems are been faced by horticulture sector

- Inadequate supply of planting materials.
- Lack of storage facilities.
- Lack of processing and value addition units.
- Low productivity of especially under rained and low input conditions
- Premature fruit fall/ dropping.
- Heavy post-harvest losses and low promotional efforts for market extension services.

RESEARCH DESIGN

It is worth mentioning that the design, methodology and procedure to be adopted in any study are controlled with the framework dictated by its purpose. The purpose of the present research work is to find out the marketing of horticulture produce problems and prospect.

Need of the Study

Horticulture provides new opportunities and has a vast scope in the state. Fruit production is seasonal and the produce is perishable in nature. As the apple is the main cash crop of the state growing in Shimla, Kullu and Kinnaur, etc. Shimla ranks first in horticulture production. It has occupied the significant place in horticulture sector in Himachal Pradesh followed by Kullu, and Kinnaur districts.

Due to the commercialization of agriculture and horticulture in the districts people have become aware of the basic need of education. Because of less education they are not aware about modern marketing techniques. Horticulture produce in Himachal have good marketing demand in the country. The overall picture at the state level would conceal a wide variety of experience. The present study aims at analyzing the existing state of horticulture produce and also identifies the problems faced by the people of the district in marketing practices to improve the existing marketing strategies to the people in order to provide them basic awareness in this regard. As horticulture industry is slowly moving from traditional agriculture enterprise to corporate sector. And the further growth of horticulture industries and its sustainability will largely depends on the marketing strategies; strong sport of basic and strategic marketing research will only enable rapid growth of horticulture produce.

Horticulture has a tremendous scope in our state. It helps increase the economic growth of the state. The state government used to frame horticulture policy from time to time. It must be guided by the economic and social benefits. And the

present research work will be helpful to the policy maker, horticulturist, and students and to the researchers also in accordance to their needs.

Scope of Study

The present study is restricted to the three districts of Himachal Pradesh i.e. Shimla, Kullu, and Kinnaur. The district under study will be selected by taking into the consideration the largest producers of horticulture produce. The data will be collected through structured questionnaire. The major thrust will be given to the attitude of growers towards product planning, pricing, promotion and distribution channels, deciding marketing strategies.

Objectives of the Study

The following objectives have been taken to carry out the proposed research work.

1. To study the profile of horticulture producers in general and their perception towards horticulture produce in specific.
2. To evaluate the marketing mix of horticulture produce in Himachal Pradesh.
3. To study the problems and prospects of horticulture produce in the light of marketing strategies.
4. To critically evaluate government policy in relation to marketing of horticulture produce in Himachal Pradesh.

Hypothesis of the Study

In order to achieve the said objectives, development of sound design is essential and that could be done only through reviewing the study, which had already accumulated. The present research work will be started with the hunch that marketing strategies plays important role.

Following tentative hypothesis are designed to carry out present research work.

H_o Opinion of the respondents with regard to marketing product strategy, product packaging and brand strategy is equally distributed.

H_o Opinion of the respondents regarding marketing strategies is equally distributed.

H_o Opinion of the respondents with regards to government policy is equally distributed.

H_o Opinion of the respondents with regards to marketing mix is equally distributed.

H_o Opinion of the respondents with regard to price strategy is equally distributed.

H_o Opinion of the respondents with regard to promotion strategy is equally distributed.

Research Methodology

The methodology will be applied in the study will be chosen in order to acquire Information about the Marketing practices of horticulture produce in Himachal Pradesh. For the completion of the study following types of information is required.

Data Collection

For the purpose of the present research, the researcher will collect data with the help of primary and secondary data.

Primary Data

The primary data will be collected with the help of interview, personal observation and questionnaire.

Direct Personal Interview

The researcher will conduct direct personal interview to know the exact responses of the respondents. The researcher will make personal visit to the respondents.

Observation Method

The information which is not obtained through questionnaire and personal interviews, the information will be obtained by means of personal observation. Sometimes, the respondents did not reveal the answer of various questions honestly at that time researcher observation is needed to study the problem more significantly.

Questionnaire Method

Questionnaire will be prepared to get first hand information from the respondents. For this study questions will be designed in such a way which can bring out the relevance of marketing of horticulture produce challenges and prospect in the present economic scenario.

Pilot Survey

To check the appropriateness of the questionnaire, a pilot survey will be conducted. After that the collection of data analysis and interpretation will be done for pilot survey. After checking the preliminary results necessary changes will be incorporated in final questionnaire.

Secondary Data

To make study more relevant and authentic various resources will be consulted.

Books and journals, Marketing Journals, Kurukshetra, Yojana, Research papers, Project reports and Statistical outline Economic survey etc.

Sample Size and Sample Design

Method of data collection largely depends on the nature of research work. Before collection of data one has to work over the sample techniques and its accessories. Qualitative approaches to research, where researcher will demand different types of sampling techniques from those commonly used in quantitative study. In general term sampling enables the researcher to study a relatively small number of units in place of the total population and to obtain data that are representative of the whole target population. This provides substantial advantages. Firstly, because in many cases complete coverage of the population is not possible, by peeping through a smaller section the purpose may be served. Secondly, besides being economical also saves a lot of time and energy.

To obtain the required information from respondents a sample of 500 will be selected from three districts. These districts are the maximum producer of horticulture produce. The respondents will be selected on the basis of largest producers of horticulture produce. Further designing a sample statistical data of total number of horticulturist will be collected from horticulture census of Himachal Pradesh. And also in designing a sample due care will be taken to cover variables like age, sex, income, education, background of growers etc. to make sample more representative.

RESEARCH DESIGN

Sr. No.	**Name of Districts**	**Total No. of Horticulturists**	**No. of Respondents**
1.	Shimla	44251	277
2.	Kullu	30121	188
3.	kinnaur	5443	35
	Total	79815	500

Tools for the Study

Arithmetic Mean, Standard deviation, Skewness, Kurtosis, Chi-square test, Contingency of co-efficient, ANOVA, Zero order correlation, Factor Analysis etc shall be applied wherever they fit to the data.

Format of Reporting

The present study will be divided into six chapters

1. The first chapter will be "Introduction" deal with four P's that is Product, Price, Place and Promotion.
2. With a view to evolve an appropriate methodology for the study and determining the need for the same, literature on the subjects will be reviewed in chapter two. This chapter reviews the available literature on the marketing of horticulture produce.
3. Chapter three will deal with research design which includes need of the study, scope of study, objectives, hypothesis, research methodology, tools of study, sample design, format of reporting.
4. Chapter four will deal with the profile of three districts i.e. Shimla Kullu and Kinnaur.
5. Chapter five will deal with the data interpretation from the data collected through questionnaires.
6. Chapter six will deal with the evaluation of marketing strategy of horticulture produce in Himachal Pradesh.
7. Chapter seven will deal with the critical evaluation of Govt. Policy in relation to marketing of horticulture produce in Himachal Pradesh.
8. The last chapter will be Summary, Conclusion and Suggestions.

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